

## Timeshare Advertiser Wesley Kogelman To Speak At CARE Conference

Written by Australian Business

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TAMPA, FL, September 18, 2013 **/24-7PressRelease/** -- Wesley Kogelman, president and CEO of leading timeshare resale advertiser BuyaTimeshare.com, will be providing information regarding his website development company, Advanced Internet Management (AIM) during the up-coming meeting of the Cooperative Association of Resort Exchangers (CARE) in Santa Rosa, CA.

Scheduled for September 28 - October 1, 2013 at the Hilton Sonoma Wine Country resort in the heart of California's wine region, Kogelman will be sharing the success of BuyaTimeshare.com's industry-leading online presence and how AIM's development team can assist other companies with web strategies.

"The Internet is the level playing field for everyone in the travel and tourism industry today, but companies are under a misconception about website development and what makes for a successful online platform," Kogelman said. "Many companies are still under the 'if you build it, they will come' mentality when it comes to their websites, but it doesn't work that way."

"There is a significant amount of work that goes into designing and building a comprehensive web presence, such as the process we've just completed with CRDA in redeveloping their association website, and the process can be created for any company looking to climb in the search rankings," added Kogelman.

Kogelman was referring to the recent work AIM has completed in rebuilding the website for the Canadian Resort Development Association (CRDA), which can be viewed at <http://crda.com>, as CRDA chose AIM because of the group's experience in the timeshare industry through its work with BuyaTimeshare.com.

The collaboration between AIM and BuyaTimeshare.com has resulted in the timeshare resale advertising leader placing on page one in Google searches for terms such as "timeshare", "timeshares for sale", "timeshare resales" and "buy timeshares", all key search terms for consumers looking for information about the product. Google estimates that 60,000 searches per month combined are conducted for these terms, proving that a significant number of consumers are seeking out timeshare information.

"We understand the importance of being on page one for targeted search terms and I'll be discussing this and other aspects of our relationship with AIM to provide insights for attendees to improve their web traffic," stated Kogelman.

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For more information about the CARE Conference, please visit <http://www.care-online.org>. To review the timeshare inventory available for sale or rent at [BuyATimeshare.com](http://BuyATimeshare.com), please go to <http://buyatimeshare.com> .

### About BuyATimeshare.com

BuyATimeshare.com is an internet advertising and marketing company for timeshare owners who seek to sell or rent timeshare by-owner. The company has been in business since 2000 and was ranked by Inc. Magazine as one of the fastest-growing, privately held companies in the country—making the prestigious Inc. 5000 list in 2010 and 2011. BuyATimeshare.com was also listed as one of BusinessNH Magazine's Top 10 Companies to Watch in 2009. The company is a member in good standing with the American Resort Development Association (ARDA), Canadian Resort Development Association (CRDA) and Cooperative Association of Resort Exchangers (CARE). For more information, please visit <http://buyatimeshare.com> or call 1-800-882-0296.

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